

Please amend the claims as follows:

WHAT IS CLAIMED IS:

1. (Canceled)
2. (Canceled)
3. (Canceled)
4. (Canceled)
5. (Canceled)
6. (Canceled)
7. (Canceled)
8. (Canceled)
9. (Currently Amended) A method of generating a web site, comprising the steps of:
 - presenting a page of a web site;
 - validating one or more other pages of one or more other web sites;
 - defining the validated one or more other pages of one or more other web sites to include a link to the presented page; and
 - placing a link on at least one of the other pages of the one or more other web sites linking to the presented page.
10. (Original) The method as claimed in claim 9, further comprising the step of presenting a prompt for an acceptance of the link to the at least one of the other pages of the one or more other web sites.

11. (Original) The method as claimed in claim 9, wherein the presented page is displayed at a general-purpose computer.

12. (Original) The method as claimed in claim 9, wherein the presented page is displayed at a wireless device.

13. (Original) The method as claimed in claim 9, wherein the presented page is displayed at a multi-purpose input-output device.

14. (Original) The method as claimed in claim 9, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the presented page.

15. (Original) The method as claimed in claim 9, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the one or more other pages of the one or more other web sites.

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Currently Amended) A method of generating a web site, comprising the steps of:
defining at least one characteristic of a navigation dimension of the web site; ~~and~~
validating a plurality of other pages of one or more other web sites;
generating a plurality of links from a the validated plurality of pages of one or more other
web sites to a referred to page of the web site based upon the defined at least one characteristic.

27. (Original) The method as claimed in claim 26, further comprising the step of modifying the
at least one characteristic, wherein the plurality of links from the plurality of pages of the one or
more other web sites to the referred to page of the web site are modified based upon the modified
at least one characteristic.

28. (Original) The method as claimed in claim 26, further comprising the step of presenting a
prompt for an acceptance of the link to the referred to page.

29. (Canceled)

30. (Canceled)

31. (Canceled)

32. (Canceled)

33. (Canceled)

34. (Canceled)

35. (Currently Amended) A system for generating a web site, comprising:

an output for presenting a page of a web site;
a multi-purpose computing device adapted to perform the steps of:
 validating one or more other pages of one or more other web sites;
 defining the validated one or more other pages of one or more other web sites to
include a link to the presented page; and
 placing a link on at least one of the other pages of the one or more other web sites
linking to the presented page.

36. (Original) The system as claimed in claim 35, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the at least one of the other pages of the one or more other web sites.

37. (Original) The system as claimed in claim 35, wherein the presented page is displayed at a general-purpose computer.

38. (Original) The system as claimed in claim 35, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the presented page.

39. (Original) The system as claimed in claim 35, wherein at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the one or more other pages of the one or more other web sites.

40. (Canceled)

41. (Canceled)

42. (Canceled)

43. (Canceled)

44. (Canceled)

45. (Canceled)

46. (Canceled)

47. (Canceled)

48. (Canceled)

49. (Canceled)

50. (Currently Amended) A system for generating a web site, comprising:

a multi-purpose computing device adapted to perform the steps of:

defining at least one characteristic of a navigation dimension of the web site; and

validating a plurality of other pages of one or more other web sites;

generating a plurality of links from a the validated plurality of pages of one or more other web sites to a referred to page of the web site based upon the defined at least one characteristic; and

an output for presenting the plurality of links to the respective validated plurality of pages of the one or more other web sites.

51. (Original) The system as claimed in claim 50, wherein the multi-purpose computing device is adapted to further perform the step of modifying the at least one characteristic, wherein the plurality of links from the plurality of pages of the one or more other web sites to the referred to page of the web site are modified based upon the modified at least one characteristic.

52. (Original) The system as claimed in claim 50, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the referred to page.

53. (Canceled)

54. (Currently Amended) A system for generating a web site, comprising:

means for presenting a page of a web site;

means for validating one or more other pages of one or more other web sites;

means for defining the validated one or more other pages of one or more other web sites to include a link to the presented page; and

means for placing a link on at least one of the validated other pages of the one or more other web sites linking to the presented page.

55. (Canceled)

56. (Currently Amended) A set of computer program instructions for generating a web site, comprising:

an instruction for presenting a page of a web site;

an instruction for validating one or more other pages of one or more other web sites;

an instruction for defining the validated one or more other pages of one or more other web sites to include a link to the presented page; and

an instruction for placing a link on at least one of the validated other pages of the one or more other web sites linking to the presented page.

57. (New) A method for gathering and validating web site referrals for a first web site over a network, comprising the steps of:

presenting a referral page at a client terminal, the referral page requesting a list of businesses related to the first web site;

receiving a first data entry, wherein the first data entry includes at least one business name;

validating each of the at least one business names;

correlating each of the at least one business names with a second web site;

presenting a list of validated business names to an operator of the first web site;

receiving a second data entry, wherein the second data entry includes selection of at least one of the validated business names; and

generating a referral from the first web site to the second web site.

58. (New) The method of claim 57 further comprising the steps of:

presenting a referral page to an operator of the second web site requesting acceptance of the referral; and

presenting the operator of the second web site with an option to automatically generate a referral from the second web site to the first web site.